

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

1. (**Currently Amended**) A method in a computer system for
2 delivering advertising to a user, the method comprising:
- identifying the user through the computer system;
 - 4 selecting at least one character for the user through the
computer system;
 - 6 selecting a message to be delivered by said at least one
character to the user through the computer system;
 - 8 selecting an advertisement from a plurality of
advertisements through the computer system, wherein said
10 selecting an advertisement step further comprises the step of:
basing said selecting of said advertisement on at least one
12 of:
 - a characteristic of the user, said characteristic of
14 the user comprising demographic information and an
indication of said plurality of advertisements that have
16 been delivered to the user;
 - a characteristic of at least one advertiser;
 - 18 at least one advertising requirement; and
 - at least one characteristic of said at least one
20 character;
 - integrating said selected advertisement with said selected
22 message to be delivered by said at least one character through
the computer system; and
 - 24 presenting said at least one character to the user through
the computer system wherein said at least one character conveys

26 said selected message integrated with said selected
advertisement in a conversation by said at least one character,
28 wherein said conversation is manipulated based upon said
selected advertisement and dynamically upon live information
30 received from the user after the conversation has begun.

2. **(Original)** The method of claim 1 wherein said
2 integrating step comprises the step of adding words of said
selected advertisement to words of said selected message.

3. **(Original)** The method of claim 1 wherein said
2 integrating step comprises the step of providing a background
image for presenting said at least one character.

4. **(Cancelled)** The method of claim 1 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of the user.

5. **(Cancelled)** The method of claim 1 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of said at least one character.

6. **(Original)** The method of claim 1 wherein said selecting
2 an advertisement step comprises the step of basing said
selecting of said advertisement on at least one previous
4 conversation between said at least one character and the user.

7. **(Original)** The method of claim 1 wherein said selecting
2 an advertisement step comprises selecting said advertisement
randomly.

8. **(Original)** The method of claim 1 wherein said selected
2 message is delivered in a language that is selected based on at
least one characteristic of the user.

9. **(Original)** The method of claim 1 wherein at least two
2 advertisements are selected and integrated into said selected
message.

10. **(Previously Presented)** The method of claim 1 wherein
2 said delivery of said selected message is a displayed text or an
audio output based on at least one characteristic of the user.

11. **(Original)** The method of claim 1 wherein said at least
2 one character is presented only as audio output.

12. **(Original)** The method of claim 1 wherein said at least
2 one character is presented via a wireless device.

13. **(Original)** The method of claim 1 wherein said at least
2 one character is presented via a telephone.

14. **(Original)** The method of claim 1 wherein said at least
2 one character is a rendered character that is one of a cartoon
character, a person, an animal, and a non-living object.

15. **(Original)** The method of claim 1 wherein the computer
2 system is a gaming device.

16. **(Previously Presented)** The method of claim 1 wherein
2 said presenting step comprises the step of sending said at least
one character to convey said selected message integrated with
4 said selected advertisement from a server computer of the
computer system to a user computer via a communication link.

17. (Original) The method of claim 1 wherein said
2 presenting step comprises the step of displaying an image of
said at least one character.

18. (Original) The method of claim 1 wherein said selected
2 message is delivered as displayed text.

19. (Original) The method of claim 18 wherein said
2 displayed text is shown in a bubble near the displayed image of
said at least one character.

20. (Original) The method of claim 1 wherein said selected
2 message is delivered as audio output.

21. (Original) The method of claim 1 wherein said at least
2 one character presented delivers said selected message during a
conversation.

22. (Original) The method of claim 21 wherein said
2 conversation is with at least two of said at least one
character.

23. (Original) The method of claim 21 wherein said
2 conversation is with the user.

24. (Original) The method of claim 21 wherein the user
2 participates interactively in said conversation with said at
least one character.

25. (Cancelled) The method of claim 1 wherein said
2 selecting an advertisement step comprises the step of basing

said selecting of said advertisement on at least one advertising
4 requirement.

26. **(Previously Presented)** The method of claim 1 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

27. **(Previously Presented)** The method of claim 1 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

28. **(Currently Amended)** A method in a computer system for
2 delivering advertising to a user, the method comprising:

selecting a message to be delivered by at least one
4 character to the user through the computer system;

selecting an advertisement from a plurality of
6 advertisements through the computer system, wherein said
selecting an advertisement step further comprises the step of:

8 basing said selecting of said advertisement on at least one
of:

10 a characteristic of the user, said characteristic of
the user comprising demographic information and an
12 indication of said plurality of advertisements that have
been delivered to the user;

14 a characteristic of at least one advertiser;
at least one advertising requirement; and

16 at least one characteristic of said at least one
character;

18 integrating said selected advertisement with said selected
message through the computer system; and

20 presenting said at least one character to the user
through the computer system wherein said at least one
22 character conveys said selected message integrated with
said selected advertisement in a conversation by said at least
24 one character, wherein said conversation is manipulated based
upon said selected advertisement and dynamically upon live
26 information received from the user after the conversation has
begun.

29. (Original) The method of claim 28 wherein said message
2 is selected during a conversation in which said at least one
character is engaged.

30. (Original) The method of claim 28 wherein said
2 advertisement is selected when said at least one character is
presented to the user.

31. (Original) The method of claim 28 wherein said
2 advertisement is dynamically selected.

32. (Original) The method of claim 28 wherein said
2 integrating step comprises the step of adding words of said
selected advertisement to words of said selected message.

33. (Original) The method of claim 28 wherein said
2 integrating step comprises the step of providing a background
image for presenting said at least one character.

34. (Cancelled) The method of claim 28 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of the user.

35. **(Cancelled)** The method of claim 28 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of said at least one character.

36. **(Original)** The method of claim 28 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one previous
4 conversation between said at least one character and the user.

37. **(Original)** The method of claim 28 wherein said
2 selecting an advertisement step comprises selecting said
advertisement randomly.

38. **(Original)** The method of claim 28 wherein said
2 selected message is delivered in a language that is selected
based on at least one characteristic of the user.

39. **(Original)** The method of claim 28 wherein at least two
2 advertisements are selected and integrated into said selected
message.

40. **(Previously Presented)** The method of claim 28 wherein
2 said delivery of said selected message is a displayed text or an
audio output based on at least one characteristic of the user.

41. **(Original)** The method of claim 28 wherein said at
2 least one character is presented only as audio output.

42. **(Original)** The method of claim 28 wherein said at
2 least one character is presented via a wireless device.

43. (Original) The method of claim 28 wherein said at
2 least one character is presented via a telephone.

44. (Original) The method of claim 28 wherein said at
2 least one character is a rendered character that is one of a
cartoon character, a person, an animal, and a non-living object.

45. (Original) The method of claim 28 wherein the computer
2 system is a gaming device.

46. (Previously Presented) The method of claim 28 wherein
2 said presenting step comprises the step of sending said at least
one character to convey said selected message integrated with
4 said selected advertisement from a server computer of the
computer system to a user computer via a communication link.

47. (Original) The method of claim 28 wherein said
2 presenting step comprises the step of displaying an image of
said at least one character.

48. (Original) The method of claim 28 wherein said
2 selected message is delivered as displayed text.

49. (Original) The method of claim 48 wherein said
2 displayed text is shown in a bubble near the displayed image of
said at least one character.

50. (Original) The method of claim 28 wherein said
2 selected message is delivered as audio output.

51. (Original) The method of claim 28 wherein said at
2 least one character presented delivers said selected message
during a conversation.

52. **(Original)** The method of claim 51 wherein said
2 conversation is with at least two of said at least one
character.

53. **(Original)** The method of claim 51 wherein said
2 conversation is with the user.

54. **(Original)** The method of claim 51 wherein the user
2 participates interactively in said conversation with said at
least one character.

55. **(Cancelled)** The method of claim 28 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one advertising
4 requirement.

56. **(Previously Presented)** The method of claim 28 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

57. **(Previously Presented)** The method of claim 28 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

58. **(Currently Amended)** A method in a computer system for
2 advertising during presentation of at least one character
engaged in a conversation, the conversation including a series
4 of messages, the method comprising:

during the conversation when the series of messages is to
6 be delivered by the at least one character, selecting an

advertisement from a plurality of advertisements through the
8 computer system, wherein said selecting an advertisement step
further comprises the step of:

10 basing said selecting of said advertisement on at least one
of:

12 a characteristic of the user, said characteristic of
the user comprising demographic information and an
14 indication of said plurality of advertisements that have
been delivered to the user;

16 a characteristic of at least one advertiser;
at least one advertising requirement; and

18 at least one characteristic of said at least one
character;

20 integrating said selected advertisement into ~~said~~ the
conversation including the series of messages through the
22 computer system; and

controlling the delivery of ~~said~~ the conversation
24 including the series of messages integrated with said
selected advertisement by the at least one character through
26 the computer system, wherein the conversation including the
series of messages is manipulated based upon said selected
28 advertisement and dynamically upon live information received
from the user after the conversation has begun.

59. (Original) The method of claim 58 wherein said
2 advertisement is dynamically selected.

60. (Original) The method of claim 58 wherein said
2 integrating step comprises the step of adding words of said
selected advertisement to words of the series of messages.

61. **(Original)** The method of claim 58 wherein said
2 integrating step comprises the step of providing a background
image for presenting the at least one character.

62. **(Cancelled)** The method of claim 58 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of the user.

63. **(Cancelled)** The method of claim 58 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one
4 characteristic of the at least one character.

64. **(Original)** The method of claim 58 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one previous
4 conversation between the at least one character and the user.

65. **(Original)** The method of claim 58 wherein the series
2 of messages is delivered in a language that is selected based on
at least one characteristic of the user.

66. **(Previously Presented)** The method of claim 58 wherein
2 said controlling the delivery of the series of messages is a
displayed text or an audio output based on at least one
4 characteristic of the user.

67. **(Original)** The method of claim 58 wherein the at least
2 one character is presented only as audio output.

68. **(Original)** The method of claim 58 wherein the at least
2 one character is presented via a wireless device.

69. **(Original)** The method of claim 58 wherein the at least
2 one character is presented via a telephone.

70. **(Original)** The method of claim 58 wherein the at least
2 one character is a rendered character that is one of a cartoon
character, a person, an animal, and a non-living object.

71. **(Original)** The method of claim 58 wherein the computer
2 system is a gaming device.

72. **(Previously Presented)** The method of claim 58 wherein
2 said controlling step comprises the step of sending the at least
one character to convey the series of messages integrated with
4 said selected advertisement from a server computer of the
computer system to a user computer via a communication link.

73. **(Original)** The method of claim 58 wherein said
2 presenting step comprises the step of displaying an image of the
at least one character.

74. **(Original)** The method of claim 58 wherein the
2 conversation is with at least two of the at least one character.

75. **(Original)** The method of claim 58 wherein the
2 conversation is with the user.

76. **(Original)** The method of claim 58 wherein the user
2 participates interactively in the conversation with the at least
one character.

77. **(Original)** The method of claim 58 wherein the series
2 of messages is delivered as audio output.

78. **(Original)** The method of claim 58 wherein the series
2 of messages is delivered as displayed text.

79. **(Original)** The method of claim 78 wherein said
2 displayed text is shown in a bubble near the displayed image of
the at least one character.

80. **(Cancelled)** The method of claim 58 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one advertising
4 requirement.

81. **(Previously Presented)** The method of claim 58 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

82. **(Previously Presented)** The method of claim 58 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

83. **(Currently Amended)** A system for delivering
2 advertising to a user, the system comprising:

at least one server computer having an interface for
4 communicating over a computer network to the user, said at least
one server computer further comprising;

6 an advertisement system contained within a computer
usable medium having computer readable program code
8 embodied therein, said advertisement system further
comprising;

10 an advertisement component for controlling the
selection of an advertisement from a plurality of

12 advertisements to be integrated in a message, wherein
said selection of said advertisement is based upon
14 information stored in at least a one of:

a user profile database, wherein said user
16 profile database stores demographic information
on a plurality of users and stores an indication
18 of said plurality of advertisements that have
been delivered to said plurality of users;

20 an advertiser profile database, wherein said
advertiser profile database stores
22 characteristics of at least one advertiser;

an advertisement database, wherein said
24 advertisement database stores said plurality of
advertisements and stores characteristics of said
26 plurality of advertisements; and

a character profile database, wherein said
28 character profile database stores characteristics
of said at least one character; and

30 a conversation system for controlling the
presentation of at least one character along with the
32 delivery of said message in a conversation integrated
with said advertisement to the user, wherein said
34 conversation is manipulated based upon said selected
advertisement and dynamically upon live information
36 received from the user after the conversation has
begun.

84. (Cancelled) The system according to claim 83 wherein
2 said advertisement system further comprises:

a user profile database for storing demographic information
4 on a plurality of users and for storing an indication of said
plurality of advertisements that have been delivered to said
6 plurality of users.

85. (**Previously Presented**) The system according to claim
2 83 wherein said characteristics of at least one advertiser stored
in said advertiser profile database are at least a one of a fee
4 structure, at least one character type an advertisement may be
associated with, and criteria for displaying said advertisement.

86. (**Cancelled**) The system according to claim 83 wherein
2 said advertisement system further comprises:

an advertisement database for storing said plurality of
4 advertisements and for storing characteristics of said plurality
of advertisements.

87. (**Cancelled**) The system according to claim 83 wherein
2 said advertisement system further comprises:

a character profile database for storing characteristics of
4 said at least one character.

88. (**Original**) The system according to claim 83 wherein
2 said advertisement system further comprises:

a conversation history database for identifying at least
4 one type of message and at least one type of advertisement to be
delivered to the user.

89. (**Original**) The system according to claim 83 wherein
2 said advertisement system further comprises:

a web engine for receiving requests for Web pages from a
4 plurality of users over said computer network, for forwarding
said requests to said conversation system, for receiving
6 generated Web pages from said conversation system, and for
sending said generated Web pages through said interface over
8 said computer network to said plurality of users.

90. (Original) The system according to claim 83 wherein
2 said computer network is the Internet.

91. (Withdrawn) A system for delivering advertising, the
2 system comprising:

at least one user computer running a browser application
4 having access to at least one server computer via a
communications link, said at least one user computer further
6 comprising;

a display device for presenting a character, wherein
8 said character communicates a message having an
advertisement integrated with said message received from
10 said at least one server computer; and

an input device for sending a response to said at
12 least one server computer regarding said message having
said integrated advertisement.

92. (Withdrawn) The system according to claim 91 wherein
2 said at least one user computer further comprises:

a speaker for displaying as audio output said message
4 having an advertisement integrated with said message
communicated by said character.

93. (Withdrawn) The system according to claim 91 wherein
2 said character is displayed on said display device as a rendered
character that is one of a cartoon character, a person, an
4 animal, and a non-living object.

94. (Withdrawn) The system according to claim 91 wherein
2 said at least one user computer is a gaming device.

95. (Withdrawn) The system according to claim 91 wherein
2 said message having an advertisement integrated with said
message is displayed as text on said display device.